

E-Mail

G. N. KURUC, JR. #1240
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September 14, 1995

To: All Divisions With Pathmark Stores

Subject: **Pathmark Stores (0522-00-00)**
DORAL 2 Pack Program

1222 1, 3, 4, 5, 6, 7, 8 1222 20, 21, 22, 23, 24 25, 26
1222 3, 4, 5, 6, 7, 8, 9 1223 20, 21, 22, 23, 24 25, 27, 28
1223 1, 2, 3, 4, 5, 6, 7, 8, 9 1228 20, 21, 22, 23, 24 25, 26, 27, 8
1222 4 1229 22, 23, 24, 26, 27 29
1222 1, 2, 3, 4, 5, 6, 7, 8, 9 ROM
1223 1, 2, 3, 4, 5, 6, 7, 8, 9 PC SC
1228 1, 2, 3, 4, 5, 6, 7, 8, 9 MC PA
1240
60 RSM RBM

Listed below are details regarding a DORAL Program to be worked in selected Pathmark Stores in October:

- Dating October 3-31, 1995
- Program \$.50 off 2 Packs Of Doral
- Price Reduction Method Special 2 Pack Sleeve (item # 464441)
Taken via scanning UPC code.
- Doral Brand Styles
 - Doral Light King
 - Doral Light 100's
 - Doral Full Flavor 100's
 - Doral Light Menthol 100's
 - Doral Ultra 100's

▪ Display Implementation/Method

1. Display store list sent earlier today via E Mail titled Pathmark Store List- Doral 2 Pack Prog.
2. Displays and sleeves have been ordered to Division Offices or Retail Representatives.
3. A distribution of Doral Product will be sent to identified stores one week prior to October 3.
4. Retail Reps are to place sleeves on product, build floor displays, and place accordingly.
5. Display refusals should be communicated to Voice Mail 43778.

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If you have any questions regarding this Program, please call me.

Regards,

Nick

G. N. Kuruc, Jr.

cc: M. A. Young

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DIV/TER	SIS #	STORE	CITY	STATE	FLOOR DISP.
113102	270409	PATHMARK 348	WATERBURY	CT	X
113108	663311	PATHMARK # 338	EAST HAVEN	CT	X
113108	653650	PATHMARK # 337	HAMDEN	CT	
113109	819835	PATHMARK # 350	NEWINGTON	CT	
122101	769366	PATHMARK #292	NANUET	NY	
122103	399415	PATHMARK #153	HACKENSACK	NJ	
122103	666716	PATHMARK #155	HACKENSACK	NJ	
122104	771097	PATHMARK #193	PATERSON	NJ	
122104	399476	PATHMARK #186	CLIFTON	NJ	
122104	272919	PATHMARK #198	FAIR LAWN	NJ	
122105	273011	PATHMARK #179	NORTH BERGEN	NJ	
122105	877070	PATHMARK #178	WEEHAWKEN	NJ	
122106	606961	PATHMARK #189	KEARNY	NJ	
122106	274363	PATHMARK #187	NEWARK	NJ	
122106	876754	PATHMARK 125	BELLEVILLE	NJ	
122106	402688	PATHMARK 128	BELLEVILLE	NJ	
122107	847014	PATHMARK #194	BERGENFIELD	NJ	
122108	074256	PATHMARK #114	JERSEY CITY	NJ	
122203	289573	PATHMARK #647	BRONX	NY	
122204	375993	PATHMARK #293	YONKERS	NY	
122204	086360	PATHMARK #298	YONKERS	NY	
122205	270116	PATHMARK 341	NORWALK	CT	
122206	786952	PATHMARK #297	PORT CHESTER	NY	
122207	179764	PATHMARK #294	HARTSDALE	NY	
122208	632151	PATHMARK # 342	STRATFORD	CT	X
122208	646478	PATHMARK # 339	ORANGE	CT	X
122209	270363	PATHMARK 343	BRIDGEPORT	CT	
122301	405465	PATHMARK #602	BAY SHORE	NY	X
122301	405459	PATHMARK #639	ISLIP	NY	
122302	783193	PATHMARK 644	WEST BABYLON	NY	
122302	405469	PATHMARK #616	NORTH BABYLON	NY	
122303	909401	PATHMARK #646	SHIRLEY	NY	
122304	405456	PATHMARK #641	HOLBROOK	NY	
122305	405368	PATHMARK #666	JERICO	NY	
122305	405369	PATHMARK #608	GREENVALE	NY	
122306	447780	PATHMARK #600	BRENTWOOD	NY	
122307	909233	PATHMARK #664	DIX HILLS	NY	X
122307	405423	PATHMARK #606	HUNTINGTON	NY	
122307	782523	PATHMARK #620	COMMACK	NY	
122308	405402	PATHMARK #625	SEAFORD	NY	
122308	405477	PATHMARK #635	COPIAGUE	NY	
122309	405434	PATHMARK #640	LAKE GROVE	NY	
122309	405438	PATHMARK #630	CORAM	NY	
122309	782779	PATHMARK #604	PRT JEFF STA	NY	
122404	201689	PATHMARK #645	NEW YORK	NY	
122501	613731	PATHMARK #642	BROOKLYN	NY	
122502	613589	PATHMARK #638	BROOKLYN	NY	
122504	613959	PATHMARK #628	BROOKLYN	NY	
DIV/TER	SIS #	STORE	CITY	STATE	FLOOR DISP.
122506	048992	PATHMARK #626	WOOD HAVEN	NY	

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122607	813695	PATHMARK 634	BROOKLYN	NY	
122608	866851	PATHMARK #624	BROOKLYN	NY	
122609	407466	PATHMARK 637	BROOKLYN	NY	
122601	402838	PATHMARK #452	UNION	NJ	
122601	402837	PATHMARK #450	GARWOOD	NJ	X
122602	399451	PATHMARK #284	KINNELON	NJ	X
122602	504745	PATHMARK #299	RAMSEY	NJ	X
122602	399437	PATHMARK #296	WAYNE	NJ	
122603	408712	PATHMARK #682	STATEN ISLAND	NY	
122604	500740	PATHMARK #680	STATEN ISLAND	NY	
122604	547856	PATHMARK #683	STATEN ISLAND	NY	X
122605	409736	PATHMARK #685	STATEN ISLAND	NY	
122606	274273	PATHMARK #112	JERSEY CITY	NJ	
122608	077088	PATHMARK #280	MONTCLAIR	NJ	
122608	402697	PATHMARK #200	WEST ORANGE	NJ	
122608	402704	PATHMARK #270	SOUTH ORANGE	NJ	
122607	353077	PATHMARK 223	NEWARK	NJ	
122608	659940	PATHMARK #186	WEST PATERSON	NJ	X
122609	619826	PATHMARK #612	LINDEN	NJ	X
122609	338554	PATHMARK #224	NEWARK	NJ	
122609	274410	PATHMARK #288	ELIZABETH	NJ	
122901	823490	PATHMARK #665	EAST MEADOW	NY	
122901	405363	PATHMARK #618	LEVITTOWN	NY	
122901	405408	PATHMARK #623	BALDWIN	NY	
122903	117853	PATHMARK #613	BRONX	NY	
122904	405389	PATHMARK #631	NEW HYDE PARK	NY	
122904	789482	PATHMARK #632	HILLSIDE MANOR	NY	
122906	789477	PATHMARK #636	WOODMERE	NY	
122906	405412	PATHMARK #611	EAST ROCKAWAY	NY	
122907	283686	PATHMARK 622	FLUSHING	NY	
122908	405383	PATHMARK #633	FRANKLIN SQUARE	NY	
122909	408881	PATHMARK #627	LONG ISLAND CIT	NY	
124060	667372	PATHMARK RECLAM	EDISON	NJ	
124060	231173	PLAINBRIDGE DIST.	WOODBIDGE	NJ	
132606	278768	PATHMARK #586	WILMINGTON	DE	X
132606	560928	PATHMARK #593	NEW CASTLE	DE	X
132606	610020	PATHMARK #589	WILMINGTON	DE	X
132606	625597	PATHMARK #590	NEWARK	DE	X
132607	277222	PATHMARK #558	BROOKHAVEN	PA	X
132607	278726	PATHMARK #585	WILMINGTON	DE	
132607	277229	PATHMARK #561	BROOMALL	PA	
132608	280861	PATHMARK 592	MILLVILLE	NJ	X
133001	771565	PATHMARK #286	LAKE HOPATCONG	NJ	X
133002	532855	PATHMARK#579	WALL	NJ	X
133002	280000	PATHMARK #572	EATONTOWN	NJ	X
133029	551271	PATHMARK # 681	OLD BRIDGE	NJ	X
132607	692201	PATHMARK # 628	CHELTANHAM	PA	X
DIV/ERR	SIS #	STORE	CITY	STATE	FLOOR DISP.
133002	280416	PATHMARK #578	BRICKTOWN	NJ	X
133002	615665	PATHMARK#576	HOWELL	NJ	X
133003	639728	PATHMARK #423	N PLAINFIELD	NJ	X

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133003	083863	PATHMARK #436	MIDDLESEX	NJ	X
133003	771962	PATHMARK #438	SOMERVILLE	NJ	X
133003	402810	PATHMARK #421	S PLAINFIELD	NJ	X
133004	669985	PATHMARK #534	WEST WINDSOR	NJ	X
133005	652369	PLAINBRIDGE, INC.	EDISON	NJ	
133005	618537	PATHMARK STORES	WOODBIDGE	NJ	
133005	402908	PATHMARK #527	PERTH AMBOY	NJ	X
133006	544124	PATHMARK #535	EDISON	NJ	X
133006	772252	PATHMARK #580	AVENEL	NJ	X
133008	279969	PATHMARK #573	HAZLET	NJ	X
133008	279958	PATHMARK #574	FREEHOLD	NJ	X
133008	616539	PATHMARK #577	MIDDLETOWN	NJ	X
133008	616990	PATHMARK #571	MARLBORO	NJ	X
133007	801940	PATHMARK #536	NORTH BRUNSWICK	NJ	X
133007	402894	PATHMARK 538	EAST BRUNSWICK	NJ	X
133009	274028	PATHMARK #289	RANDOLPH	NJ	X
133009	402747	PATHMARK #437	GILLETTE	NJ	
133009	771184	PATHMARK #282	PARSIPPANY	NJ	X
133009	639692	PATHMARK #283	EAST HANOVER	NJ	X
133201	126994	PATHMARK #563	BENSALEM	PA	X
133201	205268	PATHMARK #547	BRISTOL	PA	X
133201	276911	PATHMARK #543	FAIRLESS HILLS	PA	X
133203	402929	PATHMARK 553	PHILADELPHIA	PA	X
133204	855002	PATHMARK #546	CHERRY HILL	NJ	
133204	778115	PATHMARK 554	PHILADELPHIA	PA	X
133204	281866	PATHMARK #540	CHERRY HILL	NJ	X
133206	670908	PATHMARK #564	PHILADELPHIA	PA	X
133207	033500	PATHMARK #530	WILLOW GROVE	PA	X
133208	277008	PATHMARK #560	WARMINSTER	PA	X
133209	962968	PATHMARK #524	BETHLEHEM	PA	X
133209	604415	PATHMARK #548	ALLENTOWN	PA	
133401	279468	PATHMARK #555	TRENTON	NJ	X
133401	279449	PATHMARK 526	EDGEWATER PARK	NJ	X
133401	662516	PATHMARK #588	VOORHEES	NJ	X
133402	304787	PATHMARK #582	TOMS RIVER	NJ	X
133403	277202	PATHMARK #567	FOLSOM	PA	X
133403	625645	PATHMARK #569	GLENOLDEN	PA	X
133404	781063	PATHMARK 549	TURNERSVILLE	NJ	
133404	281366	PATHMARK #551	LAWNSIDE	NJ	X
133404	557724	PATHMARK #539	DEPTFORD	NJ	
133405	280845	PATHMARK 576	PLEASANTVILLE	NJ	
133405	583411	PATHMARK #594	MANAHAWKIN	NJ	
133406	778572	PATHMARK 562	PHILADELPHIA	PA	X
133407	779208	PATHMARK #568	UPPER DARBY	PA	
133408	855243	PATHMARK #591	CAMDEN	NJ	X
DIV/TERR	SIS #	STORE	CITY	STATE	FLOOR DISP
133409	778391	PATHMARK 556	PHILADELPHIA	PA	X
133409	287459	PATHMARK 532	PHILADELPHIA	PA	X
163606	178768	PATHMARK 291	MONSEY	NY	
163608	564182	PATHMARK DRUG #349	DANBURY	CT	X
173807	777451	PATHMARK #545	SHILLINGTON	PA	X

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173807	183006	PATHMARK #559	MOUNT PENN	PA	
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Retail Representative Accountability

1. Contact Non Foods Manager with Pathmark authroization letter.
2. Receive authorization to place display.
3. Place Doral in 2 pack sleeves.
4. Place floor display (only in stores on above list)
5. Communicate display refusals to Nick Kuruc at Voice Mail # 43778.

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